



PET2.PAU.25

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
I. BENTOLILA *et al.* ) Examiner: Nguyen Ba, Hoang Vu A.  
)  
For: SYSTEM, METHOD, AND ) Group Art Unit: 2623  
SOFTWARE APPLICATION FOR )  
TARGETED ADVERTISING VIA )  
BEHAVIORAL MODEL CLUSTERING, )  
AND PERFORMANCE PROGRAMMING )  
BASED ON BEHAVIORAL MODEL )  
CLUSTER )  
)  
Application No.: 10/043,714 )  
)  
Filed: January 9, 2002 )  
\_\_\_\_\_)

**PETITION FOR TWO MONTHS EXTENSION OF TIME**

MS RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby petitions for a two (2) month extension of time from April 26, 2007 to June 26, 2007 to further respond to the January 26, 2007 Final Office Action.

An extension of one (1) month for filing a reply was previously petitioned and paid for on May 23, 2007. A copy of the stated document is attached. Thus, a fee of \$330.00 is required for obtaining an additional one (1) month for filing a reply.

A check in the amount of \$1120.00 is enclosed to cover the fee for such an extension of time along with the Request for Continued Examination Fee.

Please charge any additional fees or credit overpayment to our Deposit Account

No. 01-1960. One copy of this letter is enclosed for such purpose.

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on June 26, 2007.

By: Jessica Fisher

Signature

Respectfully submitted,

  
Kenneth L. Sherman

Registration No. 33,783

Myers Dawes Andras & Sherman, LLP

19900 MacArthur Blvd., 11<sup>th</sup> Floor

Irvine, CA 92612

(949) 223-9600

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USPTO Customer No. 23386

6/26/07  
(Date)



MET2.PAU.25

COPY

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

I. BENTOLILA et al.

Serial No.: 10/043,714

Filed: January 9, 2002

For : SYSTEM, METHOD, AND  
SOFTWARE APPLICATION FOR  
TARGETED ADVERTISING VIA  
BEHAVIORAL MODEL CLUSTERING,  
AND PREFERENCE PROGRAMMING  
BASED ON BEHAVIORAL MODEL  
CLUSTER

Examiner: Nguyen Ba, Hoang Vu A.

Group Art Unit: 2623

Irvine, California 92612

PETITION FOR ONE MONTH EXTENSION OF TIME

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Applicant requests a one-month extension of time from April 26, 2007 to May 26, 2007 to respond to the final Office Action dated January 26, 2007.

A check is enclosed to cover the fee for such an extension of time. Please charge any additional fees or credit any overpayment to our deposit account No. 01-1960. One copy of this letter is enclosed for such purpose.

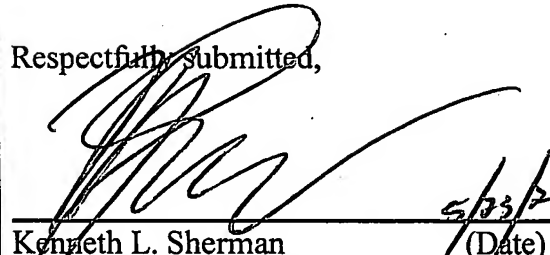
**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on May 23, 2007.

By: Sarah A. Nielsen

Sarah A. Nielsen  
Signature

Respectfully Submitted,

  
Kenneth L. Sherman

Registration No. 33,783

Myers Dawes Andras & Sherman, LLP

19900 MacArthur Blvd., 11<sup>th</sup> Floor

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USPTO Customer No.: 23386

5/23/07  
(Date)